

Draft Action/Summary Minutes
Arts & Culture Commission Meeting
Vultee Conference Room, Sedona City Hall, Sedona, AZ
Wednesday, May 5, 2010 – 3:00 p.m.

1. Call to Order, Pledge of Allegiance, Verification of Public Notice, Roll Call, Reading of the Arts & Culture Commission Mission Statement

Chairman Reed called the meeting to order at 3:00 p.m. and Commissioner Kinion read the Commission's Mission Statement.

Roll Call:

Commissioners: Chairman Pat Reed, Vice Chairman Mary Pope, and Commissioners Rod Abbott, David Arnett, Steve Douglas, Roberta Kinion and Mei Wei Wong

Staff: Donna Puckett and Ginger Wolstencroft

2. Public Forum - Members of the public may speak on any topic not on this agenda for three minutes

The Chairman opened the public forum and having no public present, closed the public forum.

3. Announcement of Current Events by Chair

Chairman Reed announced that the Community Plan Update meetings to identify major issues for the next Community Plan would be held on May 10th at 6:00 p.m. at the Red Rock High School, May 11th at 1:00 p.m. at KSB and May 13th at 6:00 p.m. at St. Andrews Episcopal Church, and it says that you would have the opportunity to discuss the issues most important to you.

Additionally, the Chairman indicated that she and Commissioner Wong plus a couple of board members from the Sedona Arts Center attended the Arizona Commission on the Arts Listening Session held in Flagstaff, and it was not well attended. The four of them had a quarter of the voices there, but the agenda was focused mostly on determining their direction for the next few years. They focused on Arizonans having access to arts and cultural activities; residents working within the arts to have opportunities to make "living" wages in Arizona; students having access to quality arts education, the arts and cultural programs being considered as cornerstones, and the recognition of the arts industry as an economically viable and profitable effort that enhances the quality of life. Partnering on arts festivals was stressed, with the Arizona Commission funding some of the festivals, and they mentioned the Arizona Centennial coming up in a couple of years, and there will be cards sent out to garner participation. On public value advocacy, they indicated that funding for the Arizona Commission is primarily federal funding, so she doesn't know if they are as vulnerable to the state's economic situation. Commissioner Wong added that although the Art Share Program raised \$12 million, the state legislature did sweep that away, so that no longer exists, but the National Endowment to the Arts funds are federal, so the state can't touch those. The Chairman indicated that she will leave some promotional materials with Ginger.

The Chairman indicated that she has not heard if the state will provide some monies to the communities for Centennial programs; it is coming at a very difficult time. She also indicated that she didn't remember anything that sounded urgent regarding the financial status of the Arizona Commission on the Arts. There was a comment about the timing being as far into the budget year as it is. Commissioner Wong added that they seemed to feel that they were still going to be here, but they are looking at different strategic ways to be effective in supporting non-profit organizations in the future, and the idea of partnerships and working together with other organizations was highly encouraged. The Chairman also described the tone as upbeat and they are going to four or five places in the state, and it would be good public relations for them to remain upbeat, so she really doesn't know their current financial status.

Vice Chairman Pope announced that two weekends ago was the final Sinfonietta concert for the emerging artists and the Kid's Concert Club. She displayed some picture boards and pointed out that were it not for this Commission, there wouldn't be such an animal. The Commission sponsored the first and kept it going as it grew to three, and they will now be moving into the schools. The pictures show how close the children can get to the artists and the many things they learn. They

had to turn people away at the last one, so it is a wonderful event that the Commission started and she thanked the Commission for that.

Commissioner Douglas indicated that Dr. Dederer is leaving at the end of three years instead of five, because he can't accomplish what he was hired to do, which was to start a program in the third and fourth grades, so it would flow into the high school. Laura Dunbar at Big Park is also leaving to pursue her Master's and there technically isn't a music teacher at West Sedona Elementary School, so he doesn't know what is going to happen. He found online that there is a conference on July 29th at a new museum called "The Musical Instrument Museum" in Scottsdale at Tatum and Hwy. 101, where they are hosting an educational conference for arts in Arizona, and the check writers, musical instrument people and arts education people have been invited, so he will probably attempt to attend. It is called "The Joint Arts Education Conference" and it may be a think tank on what we do now. He circulated the flyer so the Commissioners could note the website. Ginger pointed out that it is sponsored by the Arizona Commission on the Arts; it is their joint arts education conference.

Commissioner Douglas then announced that Diva Time is coming in June, the biggest vocal event in Sedona, and it will be June 4th at the Creative Life Center. There will be three singers and a 5-piece band in concert there.

Ginger Wolstencroft indicated that Councilor Scagnelli couldn't be here today and this would have been her last meeting with the Commission, because the new Council will be seated on May 25th, but she wanted the Commission to know what a wonderful time she had serving as your Council liaison and she is very supportive of what the Commission is doing and wishes you well, and Ginger told Councilor Scagnelli how much the Commission had appreciated her support. Ginger explained that we haven't had a formal certificate, etc., to present in the past, but she will check.

4. Approval of the minutes of the meeting of April 1, 2010

The Chairman indicated this item is for the approval of the April 1st minutes.

MOTION: Commissioner Abbott so moved. Commissioner Kinion seconded the motion. VOTE: Motion carried seven (7) for and zero (0) opposed.

5. Director's Report

Ginger Wolstencroft distributed copies of the Director's Report and indicated that we will be having a special budget work session tomorrow in the Council Chambers at 2:30 p.m., and you are welcome to attend. It is specifically for the funding of outside organizations and the Commission's Special Programs budget is included for discussion. They are only allowing one person to speak on behalf of each organization. She will be there and the Chairman is welcome to join her, but others wouldn't necessarily be able to speak.

Additionally, she received a memo from Mike Raber that also provides all of the dates and times for the Community Plan Update meetings that the Chairman discussed earlier. She hopes to attend all of them, but if she isn't present and there are arts and culture questions, perhaps one of you could respond.

The Commission had also asked the Art in Public Places Committee to look at a possible location for the "Tree of Events", including the possibility of the roundabout at Schnebly; however, the Committee felt that wasn't really appropriate art for the roundabout, so they will look for other possible locations; however, the focus for their next meeting is really the art in roundabout project, so it will be agendaized at a future time.

Nancy Robb Dunst emailed that there was an article on one of the projects at Big Park on the *Sedona Times* website, and it will be in the next issue. Ginger attached that article for the Commission and highlighted the credit given. The artist, Nancy Lattanzi, was one of the artists that received an Artist Project Grant and she emailed a few of the comments from the children. One comment was, "Yes, I would like to go through this experience again. It showed me the types of animals and plants through the fun of art." Another comment was, "We really need to do this more often. It's way funner than being stuck in your desk all day."

No legal action was taken.

6. Discussion/possible action regarding Sedona Community Plan Update

Note: Commissioner Abbott left the meeting at this time.

Chairman Reed indicated that the Commission had worked through the early parts of the Arts & Culture Element and stopped on page 17-8. Ginger distributed copies of an updated draft of the element that incorporated the approved revisions and the ones that were addressed in the last working team meeting. It was noted that the page numbers had changed a little; however, Ginger indicated that the Commission had stopped at Specific Recommendations at the top of page 17-8.

Chairman Reed explained that she, Vice Chairman Pope and Ginger independently arrived at the conclusion that most of the remainder of the element was redundant and repeated the part that the Commission had already gone through in some detail. Ginger added that she spoke with Community Development and explained that a lot of the items were presented in the prior section, and they indicated that they don't want them in there then, because they are trying to streamline it and eliminate duplication, so they were fine with that approach.

The Chairman indicated that the suggestion is to stop where we had stopped and not try to have specific recommendations, because those repeat the earlier goals; however, she realizes that the Commission hasn't had an opportunity to read all of this, so you may wish to read it and ask the team to move farther on; it is only a recommendation from the working team. It is our responsibility as a Commission to develop a plan that is workable and represents us well.

One suggestion is to revisit an item under the Current Key Issues in the old document on page 17-5. The Commission identified these things, and they were the basis of the draft of our work plan, but as she read Commissioner Arnett's suggested plan, she felt that we might want to add something that would let us, as a catalyst, verbally support that plan and some of the other private ventures, such as the museum and the performing arts center, so she wondered about adding one issue to say something like, "Encourage expansion of opportunities to increase public access to arts & culture", as kind of an umbrella-type statement that would give us a great deal of flexibility.

Commissioner Arnett indicated that is a good idea; we don't want to be drawn too tightly into a series of issues, and then not have the flexibility to do other things that could be important. It is always good to have some flexibility in your work plan. Ginger Wolstencroft asked the Chairman to define what is meant by "public access" and the Chairman indicated that she had used the words "public understanding". She is thinking of them being somewhat synonymous, but she is not married to any particular wording. She thought of ways, venues, programs, etc., that the public could watch, get involved with, contribute to or work with in arts & culture. Commissioner Wong indicated that is a good broad statement, and Vice Chairman Pope added that "access" is the broader choice; understanding is more of a learning experience. Commissioner Wong pointed out that "opportunity" is all we can go for.

Commissioner Douglas referenced the resistance to even building the high school and asked if it makes any sense for a Commissioner to go to their meetings to listen, to get a pulse on this. All of the various arts stem from the fourth through the sixth grade and it's not happening, so he thinks we should be aware of what they are doing or not doing, but how do we do that? Commissioner Arnett asked if they are open to the public and Steve indicated he has attended a couple of meetings and there is a really negative affect over the whole music thing and theatre, dance and language. Visual art is one thing, but the rest of the arts are like an unknown subject. It is really an area that they don't want to devote any resources too. He has been here seven years and it is worse now than when he arrived -- part of that is economics, but two years ago that wasn't the case. He keeps hearing that the School District is a separate thing, but it is integral to developing arts and culture in that age group and it isn't happening, so how do we do something?

Chairman Reed indicated that she doesn't know if that is doable, but certainly to be informed is a worthwhile thing. The Chairman asked if the meetings are structured, so people can go for part of the agenda. Commissioner Douglas indicated he didn't know and Commissioner Arnett repeated his question asking if they are open to the public. Commissioner Douglas indicated they have had special meetings and they are open to the public and you get to speak on anything you want, but he doesn't know if they are still holding those meetings. Chairman Reed indicated that if we have a volunteer who wants to go to the meetings and has the time, that person could report back to us the status of the arts.

Ginger Wolstencroft pointed out that first, we need to focus on what this item is, which is the Community Plan Update, so we need to come back to what is agendaized and that is a very specific issue, in terms of trying to integrate it into the Community Plan; you have broader categories in terms of your goals and objectives that something of nature could fit into. In terms of trying to get a Commissioner involved in school district meetings, that is really putting yourself into a situation

that she doesn't know we necessarily want to be in. She understands the passion about it and appreciates that, but that is then making a statement from the Commission and that is not what we are talking about right now. If we need to agendaize this for another time, we can. Commissioner Douglas stated that the performing arts facility that is listed is owned and operated by the school district, so he doesn't know how that is any less important than integrating to find out what their strategic plan is for the arts. Ginger explained that is not necessarily a key issue that would be put in the Community Plan for 10 years. We have things that talk about the different areas that it could fit into, but if you want to put that in as a key issue that is the Commission's decision.

Chairman Reed referenced the addition suggested earlier and indicated that she thinks it is sufficiently broad that it would permit us to show interest in some way, if the Commission felt that is something we want to do. Commissioner Arnett indicated that he supports Commissioner Douglas on this and if he were to go as a private citizen to gather information, he would think it could be worthwhile.

Commissioner Wong referenced the current issues in red and indicated it said, "Remain supportive of a performing arts center" and noted that Commissioner Abbott has been our liaison with the construction part. She then asked if he has been attending board meetings or keeping up with the status of the manager position or how do we define "support". Ginger Wolstencroft explained that the Commission added that at the last meeting, so generally, support doesn't mean that you have a Commissioner involved; that was something that Commissioner Abbott wanted to include, but you also wanted to include other venues. Keep in mind this is a 10-year document, and while Commissioner Abbott may currently be involved, it doesn't mean that will be an ongoing thing. We aren't yet sure what is going to happen in terms of funding with City dollars. Chairman Reed indicated that 10 years is a long way out; we may find that some issues we have identified now aren't as pertinent and we may need to be flexible to consider things we haven't dreamed of.

Vice Chairman Pope stated that in partial answer to Commissioners Douglas and Arnett, under Goal 4, in 4.1, we do say, "Plan to promote and support arts education programs for students of all ages in Sedona", so she thinks it is already there, but at some future point if the Commission wants to take a more active role, it can. Ginger also reminded the Commission that this is a guiding document; there are things that come up in your work plan that are specifics. While you tend to have current key issues, we are not at the point of developing future actions, because Community Development doesn't want those developed yet, so there will be an opportunity to define it specifically, at a future date.

Chairman Reed suggested that there are two actions that we should take today, and one is to consider the addition we have just discussed, and the other is to endorse the document as it is or as we agree it should be. On our time schedule, we need to have it move forward from the Commission today.

MOTION: Commissioner Wong moved to add the suggested addition, "Encourage expansion of opportunities to increase public access to arts and culture." Vice Chairman Pope seconded the motion. VOTE: Motion carried six (6) for and zero (0) opposed. (Abbott excused)

Commissioner Arnett referenced the approval and asked if we have any concerns about the way it stands now; Chairman Reed stated not personally and Vice Chairman Pope indicated she is very comfortable, as she was going back and forth item by item, she was trying to rephrase them into a different format, which told her it was the same stuff, and Ginger also identified that it is all in the beginning, so she was very comfortable wiping it out. The Recording Secretary explained that this is really the beginning of a 2-year process and a key element is the public's input, which may identify new issues or generate new thoughts on existing issues; this is not the final document.

The Chairman asked if there was a motion on endorsing this particular draft.

MOTION: Commissioner Arnett moved that the Commission endorse this draft. Commissioner Wong seconded the motion. VOTE: Motion carried six (6) for and zero (0) opposed. (Abbott excused)

7. Discussion/possible action regarding Sedona as a Learning Center

Chairman Reed commended Commissioners Douglas and Arnett for getting together on a draft relating to Sedona as a Learning Center; it was beautifully written. There are several things that could be appropriate at this point, so we need to see if there are any modifications. We don't have to be on a timetable that would have us endorse it today, but if we are comfortable with it, we

could. The appropriate pathway for this after the Commission discusses it, if we endorse it, would be to then go to the City Council, and implementation would be the following step.

The Chairman indicated it was well done and she had some suggestions. She would like to see the term "arts" be a little more prominent in the document, such as under the goal, "Establish the City of Sedona as a vibrant learning center, in the arts, cultural, academic and scientific fields", because that is more consistent with our charge as a Commission and it means that there would also be groups from the arts meeting here. Commissioner Arnett suggested that it become an adjective, saying "artistic, academic, cultural and scientific fields" and the Chairman said absolutely, and indicated that there are other places throughout the document where that could be added. She will bring up her other suggestions as the Commission goes through it.

Commissioner Arnett indicated that Commissioner Douglas is obviously the catalyst for this; it had been an issue long before he came, and Commissioner Douglas is the one who has kept it alive. Additionally, Commissioner Wong educated him on an issue at the arts center that should be included. She pointed out that they are already doing educational programs at the arts center and bringing in thousands of students annually for three or four days, which is what we are talking about and it is already happening, so we ought to include that in any document that goes forward.

Chairman Reed indicated that the number of students that have come for the classes at the Sedona Arts Center was around 60,000. We recognize the paragraph that embodies Commissioner Douglas's concept and Chairman Reed asked if there is anything Commissioner Douglas would add. Commissioner Douglas indicated that it also comes up in one other place, but it doesn't say celebrity level, it is "led by prominent personalities in various fields", which may not necessarily be well known, but his idea is that it should be near celebrity status, not just a good artist, etc. It needs to be somebody that is world famous or nationally known for that. Chairman Reed asked about "widely recognized" and Commissioner Douglas indicated it has to be more than just a prominent personality; it has to be somebody pretty famous.

Chairman Reed indicated that we will probably want to look at it one more time after today's discussion, and we might ask Commissioner Arnett to make the changes we are discussing. Commissioner Arnett suggested "renowned" and Vice Chairman Pope agreed that would be the word. Chairman Reed noted that it does talk about the Sedona Arts Center, but she doesn't know if there is something you would want to change. These are examples; you aren't trying to list all of the programs.

Commissioner Wong indicated that there are two movements for museums; one is by the arts community and the other is by the film community, so there should probably be some acknowledgement of the two efforts, because they may or may not merge. It could end up being one museum that holds the archives of the film industry, as well as featuring exhibition space for the many renowned artists. Commissioner Arnett asked how far along that is and Commissioner Wong indicated it will probably be based on a push for funding and that is just starting.

Chairman Reed noted that is a private effort; it is not something that the City would necessarily be involved in, but if it is appropriate for us to cite it, we might put it into the draft in the third one down, "With very few exceptions, Sedona is not known overseas as a tourist destination", and then it goes on to say there are ways to change that, "focusing on the City's rich history, etc.", so would it be appropriate to mention efforts to centralize cultural . . . ? Commissioner Arnett indicated either that or we could put it under action item 5, along with the Sedona Monthly Museum, he could do a second line citing . . . , and Vice Chairman Pope agreed that could be a "such as". Chairman Reed agreed that would be much better.

Commissioner Wong asked if Sedona has a sister city and Ginger Wolstencroft indicated that she asked the City Manager's Office and that was something they investigated, but there are cost factors involved; you have to be able to support people traveling over there, so the decision was that the City chose not to go down that path, because of the expenses involved. Commissioner Arnett indicated that he talked with the Chamber of Commerce and they have supported this, and at one point, the Chamber was asked if they would arrange it and they said no, they couldn't that belongs to the City. There would be some costs, but only at the top level; however, it is essential to form a Sister City Committee and that would be wider than the city departments, to include the Elks, Rotary, art organizations, etc., so it is a city effort, but he doesn't think that would require any City funding, so it would be the Mayor and some members of the Council going on City funds. Ginger indicated an initial step would be to verify if the City is interested in participating, because if they aren't, then you probably aren't going to get buy-in.

Vice Chairman Pope indicated it is a wonderful concept and she commended Commissioner Arnett for giving us ways of becoming internationally known; there are several ideas that haven't crossed our plate before. Under item 8, she wondered if you wanted to consider the English fascination with the American cowboy. It is just another example of the international fascination with the American West. Commissioner Arnett indicated he has seen sister cities work and they can really bring money to the community, if that is what the City is concerned about. You get the return delegation and he would suggest Europe. The city that came to mind for him was Brugge, which is solely an economy based on tourism; it is beautiful and a center of European tourism. If Sedona was attached to Brugge, it would open up not only Brugge and Belgium, but also all of Europe and that could serve to counter any economic issues.

Chairman Reed indicated that this doesn't imply a timeline and it might be that in implementation, we would want to put that a little farther out in time and give us a chance for more economic recovery. She could understand the Council's concern about international travel as a state-funded sort of activity. It is belt-tightening time and we have had people laid off, but that doesn't mean that it is not something that should be pursued.

The Chairman referenced page 2, the fourth paragraph that starts with, "The Sedona Chamber of Commerce should be fully apprised" and indicated that she would suggest that we add something to say, "With City Council endorsement of this concept, the Sedona Chamber of Commerce should be fully apprised . . .", because it is not our intent to go around the City Council and it would need to be endorsed to really be a functional plan. Commissioner Arnett indicated that is implied in all of this; the Council has to endorse this or we aren't doing any of it. The Chairman explained that we probably should state that.

Chairman Reed indicated that in the action steps we state there would not be costs involved, and Commissioner Arnett indicated it is in the last paragraph in the discussion on page 2. The Chairman asked if that would be an actual situation, because Commissioner Douglas has the Commission's endorsement to move ahead with his concept of a learning center, and she doesn't think that can be done without seed money. Commissioner Arnett indicated that the National Endowment of the Humanities has seed money programs of \$75,000 for educating people in communities, so it is worth looking into and we could probably find other opportunities of that kind. He put that paragraph in there, because in the current environment, anything involving money won't get approved. It does involve effort of all of us on these issues to make it happen, but the intention would be in the beginning to act as a catalyst to get these things underway. Chairman Reed suggested adding the word "initially", so we would recognize that there would be expenditures down-the-road. Commissioner Arnett suggested placing "initially" after ". . . requested for this project".

Chairman Reed asked who would coordinate this program after it is fully functional, and Commissioner Arnett indicated that the international part of it should be the Chamber. Commissioner Wong indicated that internationally the top visitors come from Canada, England, Japan and Germany, in that order, so we ought to modify or include those particular countries. Commissioner Douglas indicated that the thing Commissioner Arnett brought to this concept is that while Commissioner Douglas was thinking performance arts, Commissioner Arnett was thinking academics, scientific speakers, etc., and people interested in those topics may not be from those places. We don't want to limit it, when it might be the Chinese that come to hear a certain speaker, so he doesn't want to limit it to certain places. Chairman Reed suggested adding "such as". Commissioner Wong explained that she was talking about under item 8, where it talks about Germany, and we may want to broaden it.

Chairman Reed repeated her question about who would coordinate this and Commissioner Arnett indicated that he tried to address that by showing the name, and where it says Commission, he thinks it would be multiple people. For example, he and Mary are members of the Chaîne des Rôtisseurs, so it would be natural for them to do that and the current president is totally behind this and she is ready to charge ahead and increase international exchanges. He is also happy to take on #9 and #1, so we really have to look at the ones that say Commission. Chairman Reed indicated that most of the things marked Commission are ongoing anyway and she would see your involvement in the initiation of the program, and then you would step back as parts were coordinated by other people.

Commissioner Douglas indicated he spent a lot of time online researching this, because he didn't want to reinvent the wheel. There are a lot of performance art workshops and seminars, but they are almost exclusively done on a university campus at the university level. They are rarely

sponsored by a city and almost never by any private people, so we may in fact be inventing the wheel. Chairman Reed indicated that we don't mind being cutting edge and if we are successful, we may become the Sedona model. Chairman Reed then asked Commissioner Arnett to bring this back to the Commission for another agenda item, and she commended both Commissioner Arnett and Commissioner Douglas for some good creative thinking. Commissioner Arnett indicated he will make the changes and pass them to Ginger.

No legal action was taken.

8. Discussion/possible action regarding Fiscal Year 2010-2011 Budget

Ginger Wolstencroft indicated that yesterday the departments went over their budgets with Council, but the Arts & Culture budget will also be discussed in the meeting tomorrow. With the reorganization, she is now the Communications Manager and she has public information and arts & culture. The City Manager felt the emphasis is on communications based on comments from the Council and Council-elect, but she still has arts & culture and remains the liaison to the Commission, reporting to the Assistant City Manager, which hasn't changed. Chairman Reed commented that Ginger has essentially been the Communications Manager in the past; this just flips the two part of her title, which really focuses on communications, so she feels comfortable with it.

Ginger explained that since they have moved all of the outside funding into General Services, so they can identify how much the City really does, they included the major and smaller art organizations, plus the arts education programs with the school district. All of those funds previously in the Arts & Culture budget are now proposed to be moved to the General Services budget. Chairman Reed asked if there is still a sub-category that has the name Arts & Culture and Ginger indicated yes, and it includes her salary and the \$1,500 for the Mayor's Arts Awards, plus subscriptions and dues; however, she has been assured that she can still utilize the arts funding, when she does grant funding, even though it is in General Services. Chairman Reed indicated that it would be good to have our title on a line item; otherwise, it is easy to get mixed with other things. Commissioner Arnett added that his experience on a federal level is that it always gets mixed up and is taken for other things, so maybe the Commission could say that we would prefer to have it under Arts & Culture. Ginger indicated that she would need a recommendation from the Commission to present tomorrow.

Ginger distributed the Arts & Culture pages from the proposed budget book, which included the department description, mission statement, objectives, accomplishments and significant changes. In the "Did you know?" box, she inserted the adoption of the "Culture of Sedona Statement of Beliefs" by the City Council, and this information was presented to Council yesterday. The next sheet relates to arts & culture funding and the City Manager's recommendation. Basically, it talks about the qualifying funds, community arts grants, arts education and the school district. The background information was pulled from her memo, and then the staff recommendation is at the bottom. The City Manager's Office is recommending a lump sum of \$115,000 for all of the arts & culture funding, and we haven't received any formal statement from the school district for possible funding for this fiscal year. The City Manager has left messages and had discussions with the superintendent, stating that there are still funds available for the remainder of this fiscal year, and if they submitted a letter, there could be possible support from the City of approximately \$20,000 to \$25,000.

The chart shows how the funding went through the years and how it reached its highest point in 2008-2009, and then plummeted last year by about \$90,000, and the \$25,000 is that possible money for the performing arts center. They are now proposing \$100,000 for the Special Programs and \$15,000 for the performing arts center. The next detail sheet shows what they did for all of the outside organizations, and the highlighted section, looking at fiscal year 2010-2011, shows \$107,500 and that is the breakdown of \$87,000 for qualifying funds which matches what we had this year, \$6,500 for the community arts organizations, \$8,000 for the arts education program to support the coordinator's position, and then \$6,000 for the Artist in the Classroom project. They are saying to reduce the \$107,500 by \$7,500, so \$100,000 remains for those programs. Regarding the \$50,000 for the performing arts center, the City Manager is recommending a \$35,000 reduction, leaving \$15,000 for the performing arts center. While this is what the City Manager is proposing, the City Council could decide they don't agree and determine that the bulk of it should go to the performing arts center or that they want to maintain yours at the same level, etc., so she needs a recommendation from the Commission for tomorrow -- knowing that the pot of money won't increase, but stating your thoughts on where you would like to see it. Additionally on the General Services sheet, she has highlighted the dollar amounts that would be put into the General Services budget.

When this information was first presented to her, she asked if the Arts & Culture Commission would still be involved with the decision-making on the appropriation of the funds to the qualifying arts organizations, community arts groups and arts education programs, and she was told that should not be changing. Chairman Reed indicated when you look at the organizations under the Community Services Contracts, there are specific names of organizations, and she thinks we need to have Arts & Culture Commission or something to designate it for us, as an umbrella for these things listed. If the other organizations have their title listed, then ours should be too. Ginger explained that this will need to be reworked, because if you go to 521- Adult Community Center, they have their own line item, and she understands that the Chairman is saying there should be a separate line item with a designated number, unless you choose to recommend that it remain in the Arts & Culture budget.

Commissioner Douglas asked what the fiscal year is and Ginger explained it is from July 1st to June 30th. The Commissioner indicated this is a perfect example of why it is useful to have a connection with the school district. If their fiscal year is different, there are issues with that in terms of funding, and they haven't even advertised for the position as far as he knows. Ginger explained that the money for the performing arts center isn't necessarily for that position; there has been no specific indication that the funds would have to go to that, since the initial discussions. It is the fact that we are supporting the performing arts center and we would possibly simplify it and not get involved with it strictly going to a directorship, so if it were to happen before the end of the fiscal year and they wanted to utilize that for the upcoming year, that would be the school's financial situation to deal with. If they could take the money now and hold it for the funding of the operation of the center, then we have contributed to the performing arts center.

Commissioner Douglas asked why the City would give money to something that isn't generating any income yet and Ginger indicated to show support. The Chairman indicated that even though the \$25,000 is here for comparison and has some relationship to us, that is not something that we have any say in how it is spent, and Ginger explained that initially, we had been trying to have an Intergovernmental Agreement to support the position, but it kept going back and forth, so in the last discussions, it was discussed that maybe it was complicating it too much and it should just go toward supporting the performing arts center operations, so they could use it for the position or something related to the center.

Chairman Reed asked about it being carried over for next year and noted that it is not within the Commission's purview to say how it is spent. Ginger explained that is correct, but without having an agreement, if the Commission decided to put that recommendation in, it may complicate it. If the City has funds to provide in this fiscal year, it would be at the school district's discretion as to how to use that for the center. For next fiscal year, if the school district wants funding, they will probably need to have a little more formal statement come forward to indicate it is for the directorship. Right now, the City Manager has been looking for a letter specifying that it would go towards the operations and the center would be available for community, etc., but those are things she can't answer specifically.

Commissioner Douglas indicated that it is unfair for the City to be put into the position of contributing a certain dollar amount towards an unknown budget. Somebody must have an idea that it will take X amount of money, once the thing is open, and that they are asking the City to contribute X percent to the overhead. We have no idea, and he would ask why they expect the City to contribute a fixed-dollar amount toward an unknown budget. You don't know what that \$50,000 is paying for or what portion of the total amount it is paying for, and this is why you need either a City Council member or somebody from the Commission as an interface with that operation, because there are too many ways for it to get convoluted. Chairman Reed indicated it is convoluted, because the moving forward of this started out with a pretty good concept, and as the economic situation deteriorated, there were stops and starts, etc., but we also don't have much say in how it is done.

Commissioner Arnett indicated that he agreed with Commissioner Douglas that if money is going from the City through the Arts & Culture Commission funding, that opens the door to allowing somebody to go over there and be a liaison, so why not someone from the Commission? Chairman Reed explained that Commissioner Abbott is our liaison. Ginger added that he is still involved with the school district, in terms of the committee he is involved with, but you really need to focus on looking at what you have at hand, and if you are saying you don't want the City to support the funding of the performing arts center, then you need to say that.

Commissioner Douglas and Commissioner Arnett clarified that is not what they are saying, and Commissioner Arnett explained that they just want some oversight. Ginger explained that the City wants the oversight as well, but there currently is a lot of grey area. Commissioner Douglas stated that the one thing that is not grey is that the money comes off of your budget. Ginger clarified that it is coming out of the General Fund; it is not affecting your current programming, because that is staying where it was as of this year, other than the \$7,500 reduction that they have in the recommendation. They are looking for approximately a 10% reduction and in the other areas, some were reduced 5%, 0%, 100%, 10% and yours would be a 7% reduction in Special Programs, and then the 70% from the performing arts.

Ginger pointed out that if the Commission wanted to state that you want them to return the \$50,000 for the performing arts center to Special Programs, you could say that as your recommendation too. Chairman Reed suggested that the Commissioners start building a recommendation; we should arm Ginger with a sense of the Commission for her to take to the budget meeting. There should be either a line item, Arts & Culture Commission budget, or if it has to be within General Services, as with the other parts, it should carry our designation. The other Commissioners agreed. Ginger asked if they preferred that it stay within the Arts & Culture Division budget and the Chairman stated that if it has to be in the General Services budget, she doesn't know enough about the budget to know if that is a disadvantage for the Commission, but if it stays in there, it still should have the Arts & Culture designation. The St. Patrick's Day Parade Community Support is a tiny item and all of our programs then are of the same importance as that parade. Ginger explained that is old, so don't look at the things above; they are going to rework that. The Chairman stated that if they rework it, absolutely, we should have an Arts & Culture designation. Ginger pointed out that it shouldn't be under Contracts, because ours aren't contracts, so it would need its own number like Main Street and the library, etc.

Vice Chairman Pope indicated that arguing against it staying in General Services is like beating your head against a stone wall; however, it needs its own number within General Services or it will get lost. Commissioner Arnett asked if we had \$50,000 taken away in past years and Vice Chairman Pope stated yes. Commissioner Douglas explained it was earmarked for the performing art center's overhead costs.

Chairman Reed indicated that another item to include is that any unused amount taken from our budget for the center should be put back into our budget next year; however, Ginger explained that it is not carried over. Vice Chairman Pope indicated that initially, in terms of the qualifying funds, if it wasn't used for the center, there could be a second round to the qualifying organizations, so on June 28th could we . . . ; Ginger stated no and explained that the Commission isn't going to get any of that money back for this year.

Commissioner Wong indicated that \$25,000 was going to come from the Art in Public Places Fund and Ginger agreed and indicated that they took it out of that fund to pay for the Qualifying Art Funds. She questioned it, but she was told that was not how they felt that discussion went with Council. Commissioner Wong indicated she thought that account was sacrosanct for whatever we said it was for, but she guesses it was swept. Commissioner Arnett asked if there was anything in writing, and Ginger explained that there is nothing we can do about that, so we need to focus on our recommendation.

Commissioner Arnett then indicated that he realizes the money is gone, but maybe as a recommendation, you could refer to this and say that any funds set aside by a written agreement, in the future, will be sacrosanct. Ginger explained that it was not signed in writing. Chairman Reed indicated that we might include something, looking at the future, that any unused portion of our budget that was designated for the performing arts center be put back into whatever we wanted. Ginger explained that the Council will indicate how much will go towards the performing arts center and how much will go to Special Programs, so there won't be anything left over. If they decide that it is going to be \$15,000, then that check will be cut and they will receive the entire amount.

Chairman Reed indicated that one thing for the recommendation statement is that we have a designation category for Arts & Culture, and we are not without some empathy for people who have to make budget cuts. We have seen people laid off, so while we would like to protect every penny we have, we don't want to suggest something that is simply not going to happen.

Ginger Wolstencroft asked if the Commission is supportive of the City Manager's recommendation that if your budget has to be reduced, it is \$7,500 or would you like to see the funding remain at

\$107,500 and the reductions only come from the performing arts center line item. Commissioner Wong agreed that if we need to reduce our overall budget it should come from the performing arts center, since it is so nebulous at this point. Chairman Reed agreed with that and indicated it also points out the importance of our programs.

Commissioner Douglas asked if there is a reason that the Humane Society is not required to reduce their funding and Ginger indicated that she was not part of those discussions, so she doesn't know, but that is not part of what we're looking at. Commissioner Douglas indicated that if you look at what other groups have had to accept, why don't we ask for a \$5,000 reduction and let them take the difference from some other place. Ginger explained that she didn't think it should get into funding for other organizations, because that is not part of what the Commission needs to focus on. Vice Chairman Pope added that we are working within the yellow highlighted area, and she supports the idea that the \$7,500 be left in our Special Programs and be taken out of the performing arts center. Commissioner Arnett agreed and suggested adding a preface to say, "Since we don't know how the money would be spent or if it would be spent . . ."

Chairman Reed asked if there is agreement on those two points and the Commissioners stated yes. Ginger Wolstencroft indicated that what the Commission is saying is that the \$50,000 be reduced \$42,500 and the Commissioners said yes. Ginger Wolstencroft suggested that the Commission also still be the decision-makers in terms of the breakdown of the monies received from Council, so you would determine how much goes to each area, because Council could indicate they want to take everything from the Qualifying Art Funds. Chairman Reed noted that everyone was shaking their head in agreement, and her view would be that a lump sum would be designated for the Commission and the Commission would be the decision-makers as to how it would be allocated between the various programs.

Ginger Wolstencroft indicated that the meeting starts at 2:30 p.m., but she doesn't know where we will be on the agenda. The Recording Secretary confirmed that the Commission had three items in the recommendation; the designation for the category, reducing the \$50,000 for the performing arts center by \$42,500 and the Commission wants to remain the decision-makers. Commissioner Wong asked if Ginger wanted the Commission to be present and Ginger indicated if anyone could attend, then it shows that you are there, but they don't want more than one representative to speak. Chairman Reed asked if there is anyone who can attend and Commissioner Wong noted that she and Commissioner Kinion could attend. The Chairman stated that either one of them that could speak are hereby designated to represent the Chair.

Ginger Wolstencroft recalled that last year the Commission had stated, "The performing arts center fulfills one of the objectives of the City of Sedona's strategic goals and priorities. The Arts & Culture Commission feels that the performing arts center is an investment, which adds value to the culture of the community; however, it is new and should be funded as such". The Commission used that statement, because you did not want them taking it out of the Commission's existing budget, which they did, so you are still under that same belief that it should not come out of your existing program budget.

Commissioner Douglas indicated he didn't see the money for the Mayor's Arts Awards coming from any of these highlighted categories. Ginger repeated that is still in the Arts & Culture Division budget, because that is not outside funding, and it was proposed to be \$186,759, because that includes subscriptions, office supplies and Special Programs, and it is now reduced to \$84,218, because of the items moved to General Services.

Commissioner Wong asked if only \$1,500 was suggested for the Mayor's Arts Awards and Ginger explained that we didn't spend that much, and we will still have our sponsorship like last year. Commissioner Arnett asked where the \$100,000 shows up for the roundabouts and Ginger explained that is in the Art in Public Places Fund in a separate category. Commissioner Arnett asked if it isn't all spent, could it go into . . . and Commissioner Wong explained it stays in there.

No legal action was taken.

9. Discussion/possible action regarding plaque for Belief Statement on Culture

Chairman Reed indicated that Commissioner Kinion brought some examples of the possible way of incorporating the belief statement into various places, and the Chairman expressed appreciation for the Commissioner's perseverance in this effort. Commissioner Kinion explained that the vendor has also been very patient and he has provided some examples. The materials he can work with are wood, granite and sandstone, and he can carve something for us. Considering our previous

conversations, there is another option, and with the belief statement being an ever-living document, she would suggest that we don't use wood, granite or stone, but focus on this new product that is a laminate etched from the back side and mounted on a board that could be in color. We had samples at our last meeting of the laminate in different colors; the green would look nice in the Chambers. His materials need to be cut 24 in. x 18 in., so it is suggested that he do the belief statement in three pieces, offset it and mount it in three sections, so if we make a change in the future, we would only have to fix one portion. All of these options would be in the \$500 range. Ginger Wolstencroft indicated that would come from the Art in Public Places Fund, so that is fine. Commissioner Kinion explained that it would be three panels of 24 in. x 18 in., so it would take a 3 ft. x 4 ft. area.

Chairman Reed pointed out that we are discussing displaying it somewhere in the city complex, and then we will want to offer a way of displaying it to others in the City, so it would be something displayed in a number of public places. Commissioner Douglas indicated that he is not a fan of the wood, because this is veneered and it would be more expensive if it was solid wood. Chairman Reed indicated that the laminate seems classier and it can be in any color with any color brads, etc. The consensus was that the laminate was preferred. Commissioner Kinion did note that he said if we wanted to give him a nice trimmed piece of natural wood, he would work with that.

MOTION: Commissioner Arnett moved that we take the dark one (sample shown in black mirror piano finish with reversed engraved emerald green acrylic). Vice Chairman Pope seconded the motion.

Ginger Wolstencroft asked if the Commission is going with the green color and Commissioner Kinion indicated that we can select the background, bolts and color of the letters. Chairman Reed suggested that the Commission address the method first, then the color selection at another time.

VOTE: Motion carried six (6) for and zero (0) opposed. (Abbott excused)

Vice Chairman Pope pointed out that an artistic format that is a single page is needed, because we will be asking the arts and cultural organizations to put this on their website, and it needs to be able to be produced in small form to give away at events, so we need a single-page layout. Commissioner Kinion stated that she just needs a particular font and the way it would be broken up.

10. Discussion/possible action regarding 3rd Annual Mayor's Arts Awards 2010

Ginger Wolstencroft distributed copies of a targeted timeline for the 2010 Mayor's Arts Awards and indicated last year's schedule was changed to reflect dates within the same weeks. We are soon getting the point to do the kick-off where she starts making the calls and doing the ads. The deadline for nominations would be July 30th and the Commission generally recesses in August. Then, you would receive all of the nominations to review, so when you return in September, you could approve the four award winners. Last year the event was on November 12th; however, this year November 11th is Veteran's Day and the 4th would be your Commission meeting, so she chose November 18th and Los Abrigados has us on that date if that is okay with the Commission, and we have the same sponsorship where we just have to pay for 50% of the hors d'oeuvres, and we still get the room and staffing free. Commissioner Douglas asked if they could provide free water this time and Ginger indicated she would check. Commissioner Douglas also wanted to emphasize that people nominated in the past that didn't win, should be renominated. Ginger Wolstencroft indicated that if everyone is okay with the timeline, she is ready to start working on it. There were no objections expressed and the Chairman stated to go forth and do well.

No legal action was taken.

11. Discussion/possible action regarding Items for Next Meeting

There was no discussion on this item.

12. Adjournment

The Chairman called for adjournment at 4:57 p.m., without objection.

I certify that the above is a true and correct summary of the meeting of the Arts & Culture Commission held on May 5, 2010.

Donna A. S. Puckett, Recording Secretary

Date